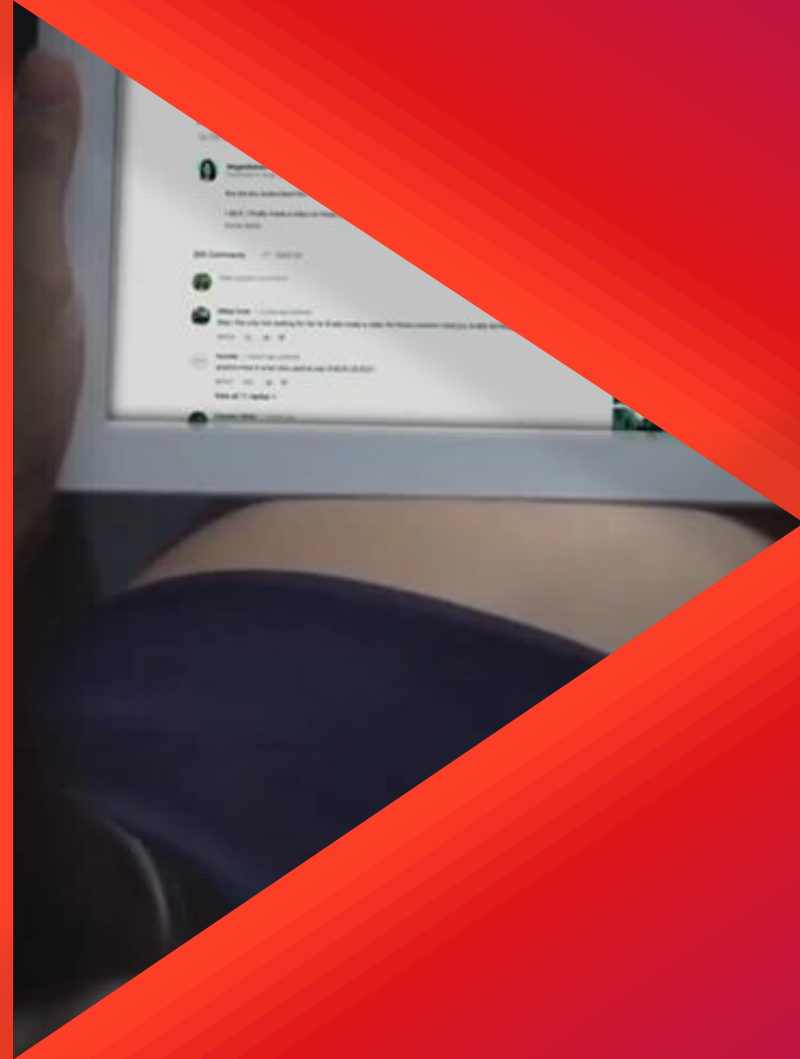


CONTENT TARGETING

Driving Brand Growth Without
Collecting User Data



M/GNA

IPG MEDIA LAB

ZEER

ForbesCommunityVoice™ Connecting expert communities to the Forbes audience. [What is this?](#)

AUG 14, 2017 @ 09:00 AM 2,319

The Little Black Book of Billionaire

Brand Safety: Do You Know Where Your Content Is?



Forbes Agency Council

creative & advertising execs share trends & tips [FULL BIO](#)



FORTUNE

FACEBOOK

Facebook Can't Fix this Problem Alone



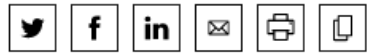
GYCOMMERCE.HOUSE.GOV | COMMERCE



NO QUESTION ABOUT IT

MORE BIG ADVERTISERS SUSPEND GOOGLE ADS OVER OFFENSIVE VIDEOS

GM, Walmart, Pepsico, FX Join Revolt Against Biggest Digital Player



By [Jack Neff](#). Published on March 24, 2017.

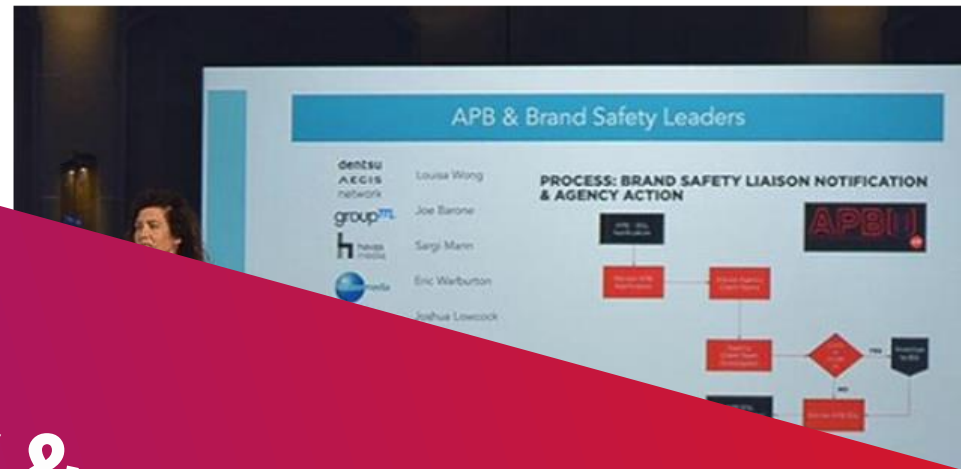
MAD MEDIAPOST
AGENCY DAILY

enter your email address

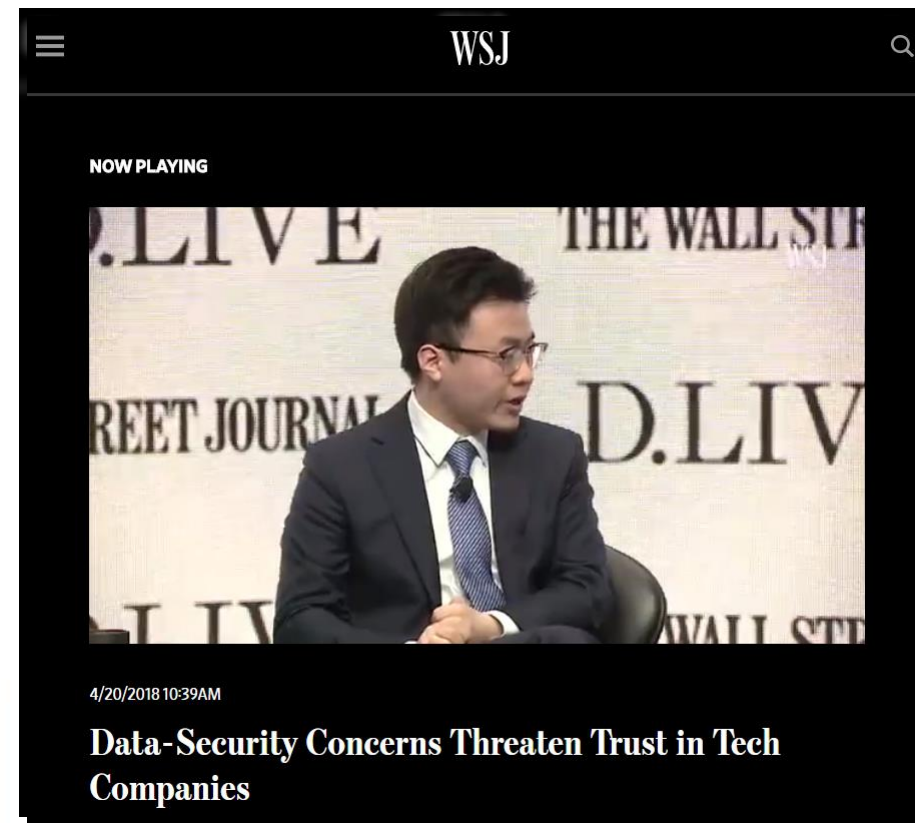
Subscribe

4As, Agencies Form Protection Bureau

by [Larissa Faw](#), April 10, 2018



**DATA PRIVACY &
BRAND SAFETY ARE
DOMINATING THE NEWS**



**CAN BRANDS TARGET *WITHOUT*
COLLECTING USER DATA?**

WE TESTED THREE YOUTUBE

TARGETING STRATEGIES

TO FIND OUT

WHAT WE TESTED

Isolating Targeting Effects

CONTROL



Baseline for comparison

Popular YouTube videos unrelated to test brands

Who: Brand's demographic

What: Public Service Announcement + Popular YouTube content

DEMO TARGETING



Ads that use demographic signals to reach a demographic audience

Aligns ad with trending YouTube content;
Popular YouTube videos unrelated to test brands

Who: Brand's demographic

What: Brand's ad + Popular YouTube content

CHANNEL TARGETING



When a video advertisement is run on popular YouTube channels

Aligns ad with specific YouTube channels

Who: Brand's demographic

What: Brand's ad + YouTube content from channels
the brand typically targets

CONTENT TARGETING



When a video advertisement is directly aligned with content at the video level

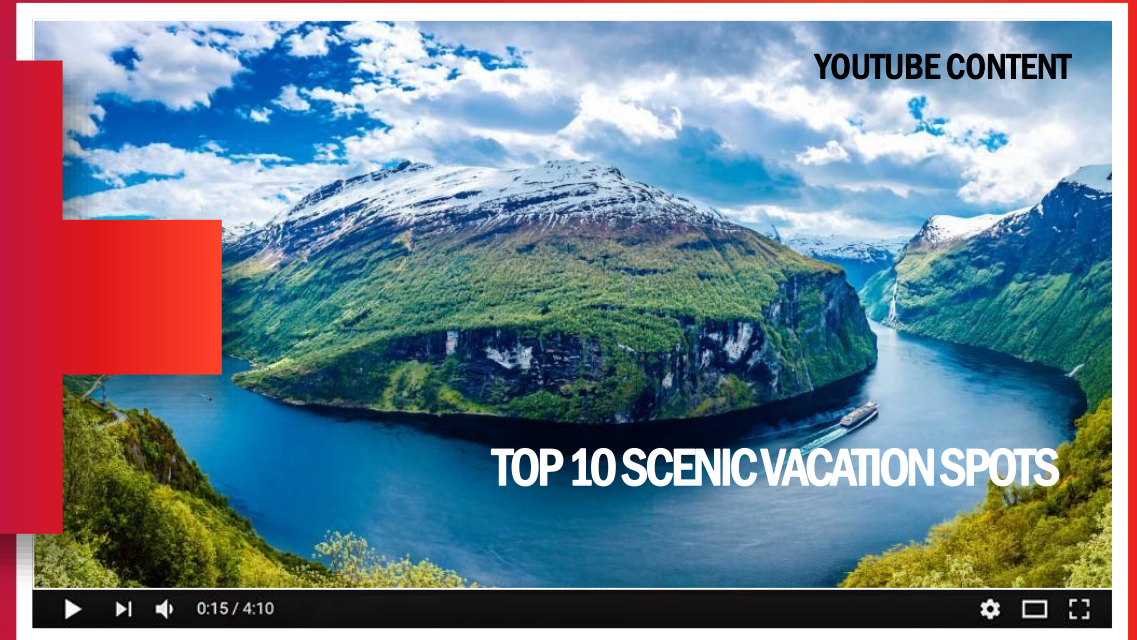
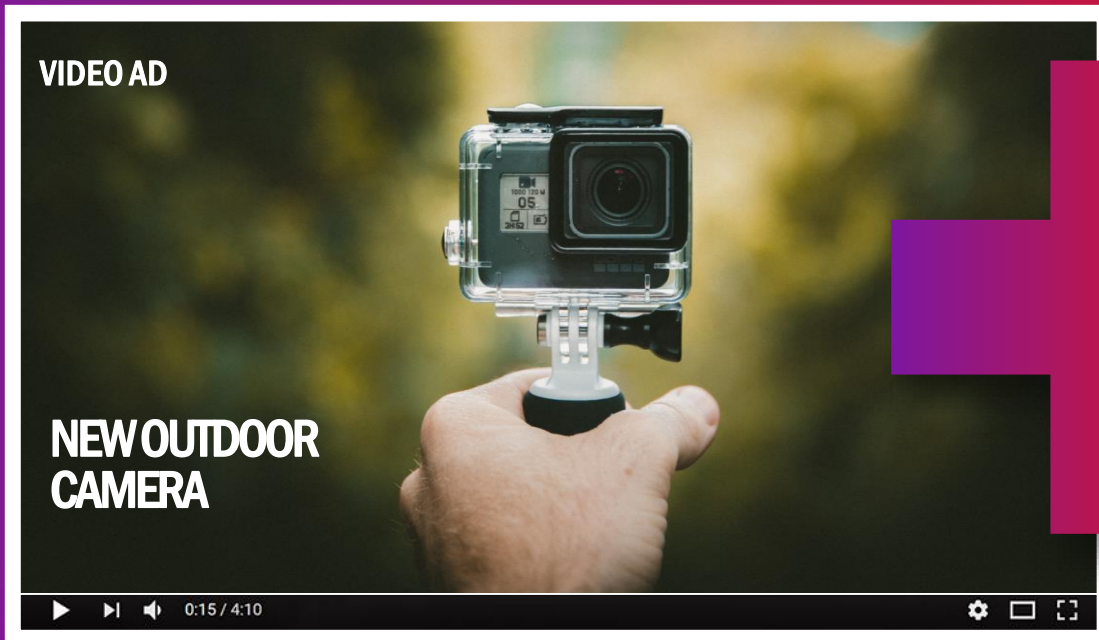
Aligns ad with highly relevant YouTube content

Who: Brand's demographic

What: Brand's ad + relevant YouTube content

WHAT IS CONTENT TARGETING ON YOUTUBE?

Pairs an ad with relevant YouTube content.



HOW WE TESTED



Participants recruited from nationally representative online panel

Total n=3,035
PC n=1,511
Smartphone n=1,524



Initial survey with demographic and video consumption questions



Participants were randomized into test cells and selected video content for viewing. Ad appears prior to content. Behavioral data collected

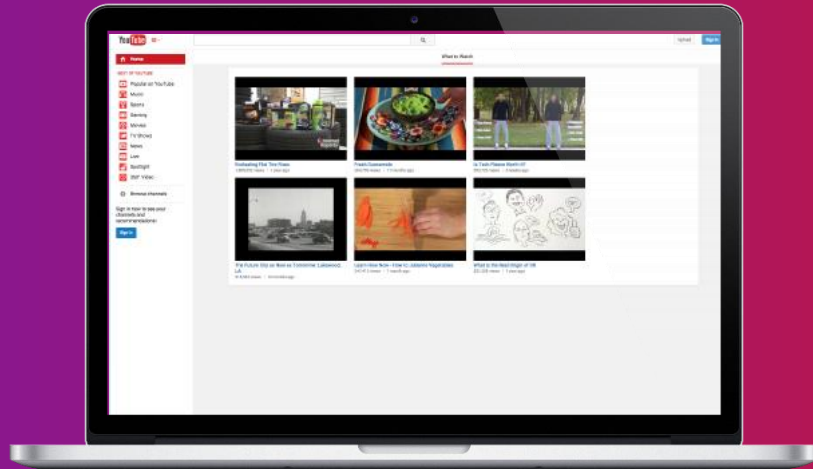
Pre-Roll Ad Format
25% Skippable
75% Non-Skippable



Post-exposure survey to measure traditional brand metrics (ad recall, perceptions, intent, etc.) and qualitative feedback

WHERE WE TESTED

DESKTOP



YOUTUBE ENVIRONMENT

SMARTPHONE



YOUTUBE ENVIRONMENT

- Mimics native consumption environment
- Allows interactive user choice
- Offered on both PC and Smartphone platforms

BRANDS WE TESTED

hulu

Jeep

**MAJOR CPG
BRAND**

M/GNA

IPG MEDIA LAB



CONTENT TARGETING

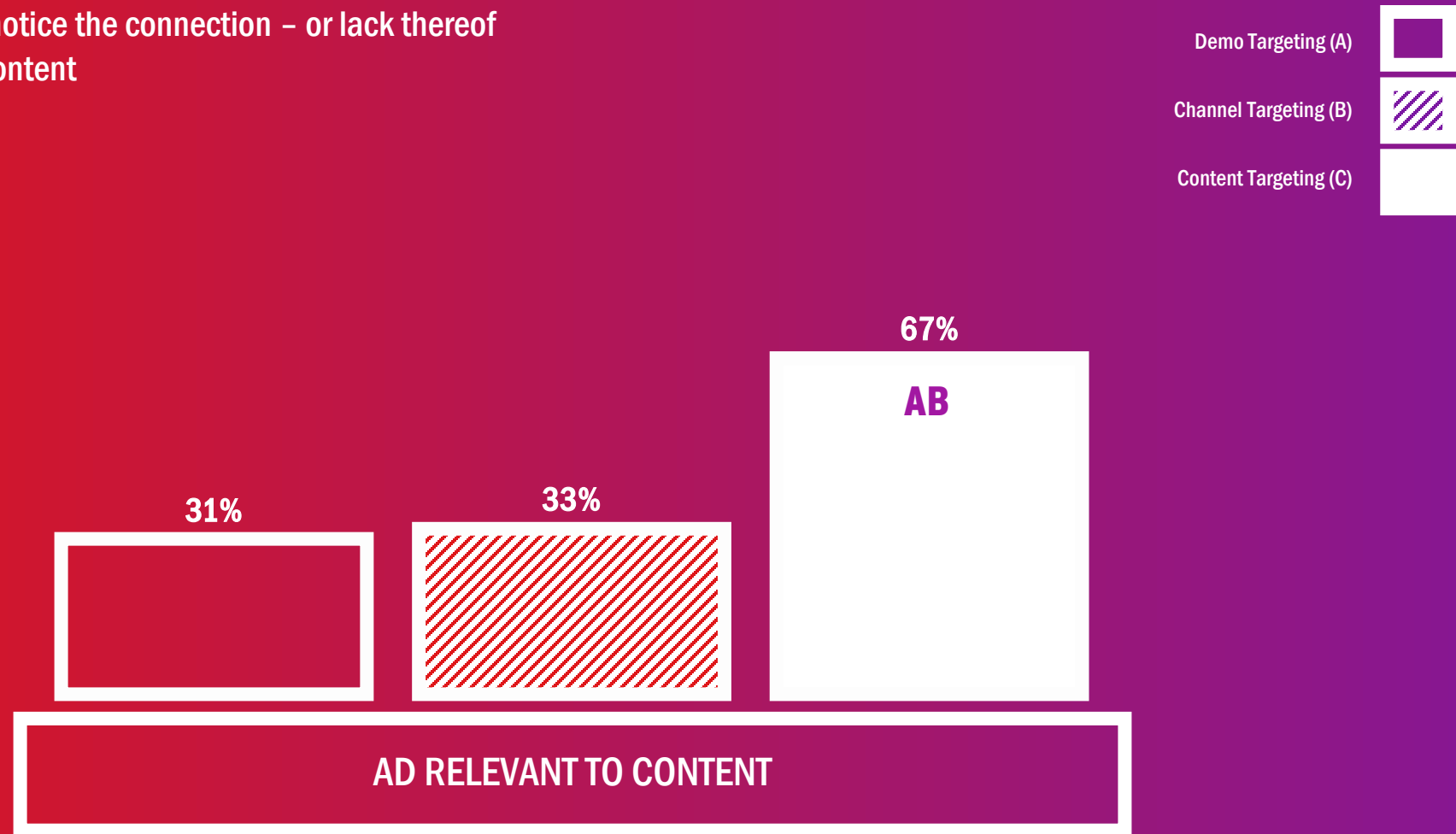
**THROUGH
CONSUMERS' EYES**

CONTENT TARGETING MORE THAN DOUBLES AN AD'S RELEVANCE

The majority of consumers notice the connection – or lack thereof – between the ad and the content

Ad Relevance by Targeting

Perceptions of Ad %



**THE CONTENT YOUR AD APPEARS
NEXT TO SPEAKS FOR YOUR
BRAND**

WHETHER YOU WANT IT TO OR NOT

CONTENT MISALIGNMENT BREEDS ANNOYANCE



CONSUMER FEELINGS ON MISMATCH
BETWEEN CONTENT & AD

“...THE ADVERTISER HASN'T TARGETED THEIR AD VERY WELL AND DOESN'T KNOW WHAT THEY'RE DOING.”

“ADVERTISERS DON'T CARE ABOUT THEIR POTENTIAL CUSTOMERS.”

“...I DON'T FEEL ANY CONNECTION.”

“IRRITATED... I'M LESS LIKELY TO PURCHASE A PRODUCT.”

“I USUALLY FEEL ANNOYED OR TURNED OFF BY THE AD. IT MAKES ME IGNORE THE AD ENTIRELY.”

Q: Please tell us in your own words how you feel when there is a mismatch between the video you are watching and the ad that appears

ON THE FLIP SIDE, BRANDS GET CREDIT FOR GOING THE EXTRA MILE

CONSUMER FEELINGS ON MATCH
BETWEEN CONTENT & AD

**“I LOVE THIS! IT MAKES ME WAY
MORE LIKELY TO BUY WHATEVER IS BEING
SOLD.”**

**“MAKES SENSE, AND IT TELLS ME THAT THEY
“GET IT” AND UNDERSTAND THE CONSUMER...”**

**“IT FEELS
PURPOSEFUL AND
USEFUL”**

**“...I PAY ATTENTION
TO ADS THAT HAVE A CONNECTION
TO THE VIDEO THAT I AM
WATCHING”**

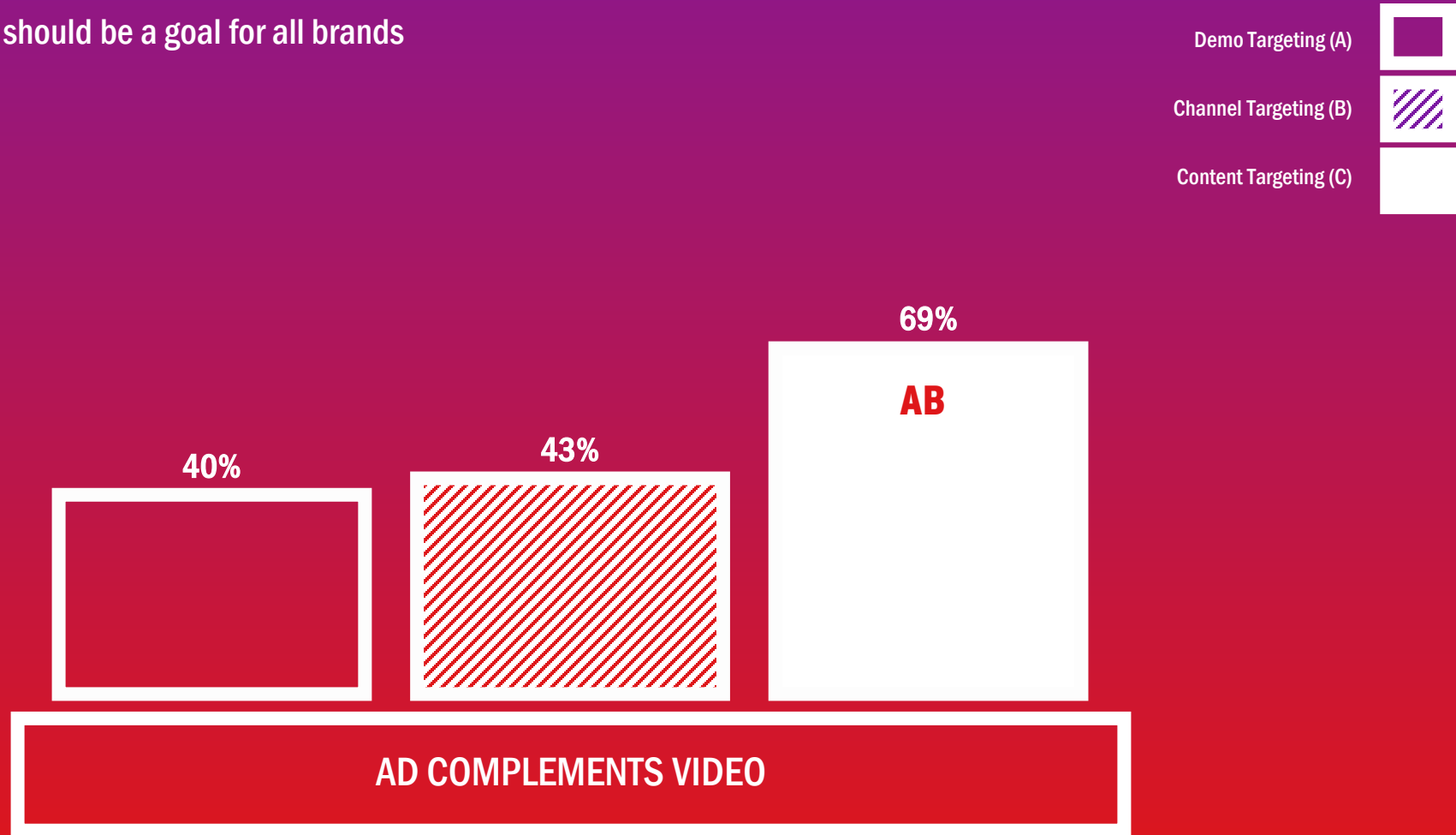
**“MATCHING ADS ARE HOW IT SHOULD BE.
MAKES FOR A GREAT EXPERIENCE...HIGHLY
RECOMMEND MATCHING ADS AND VIDEOS!”**

CONTENT TARGETING IMPROVES THE MEDIA EXPERIENCE

A less disruptive experience should be a goal for all brands

Ad Integration by Targeting

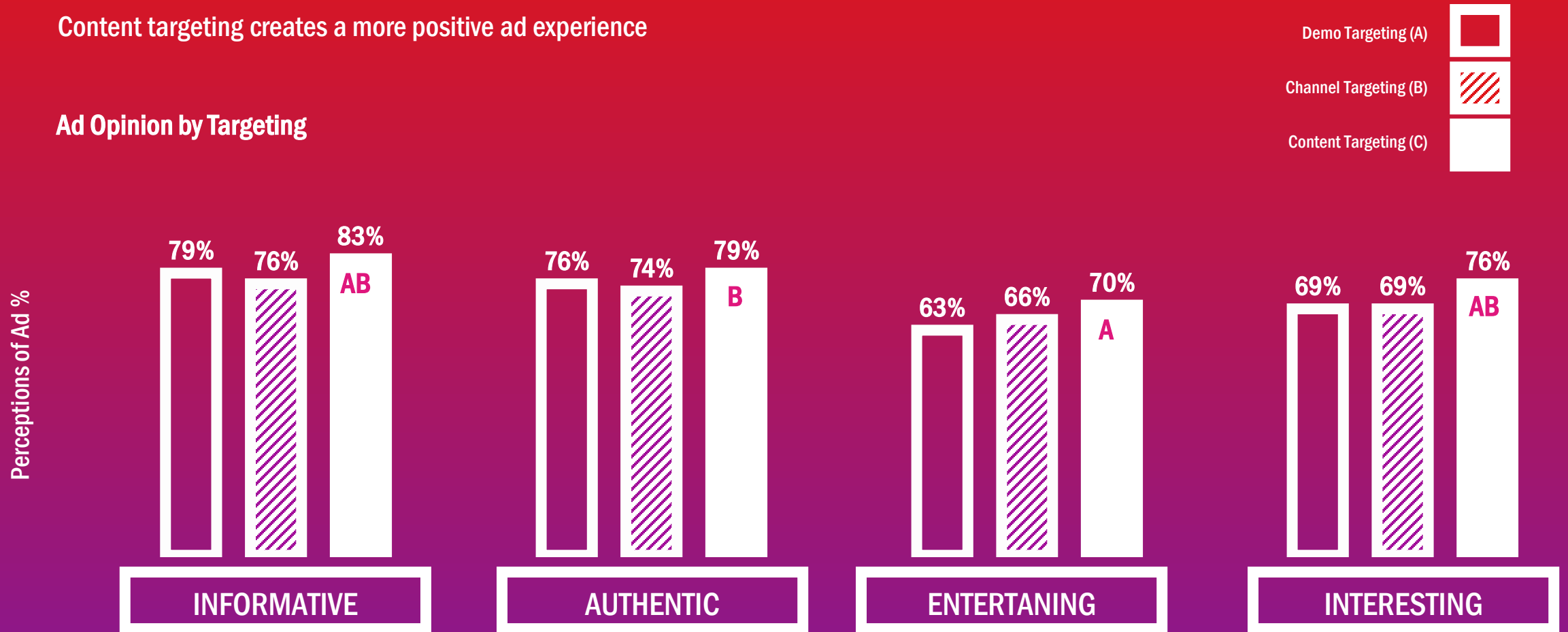
Perceptions of Ad %



BETTER MEDIA EXPERIENCE SHINES POSITIVE LIGHT ON THE AD ITSELF

Content targeting creates a more positive ad experience

Ad Opinion by Targeting



SMALL SHIFT IN CONTENT FOR A BIG SHIFT IN ACCEPTANCE

Privacy concerns are at all an time high. Avoid negative brand associations through content targeting.

Ad Intrusiveness by Targeting

Demo Targeting (A)



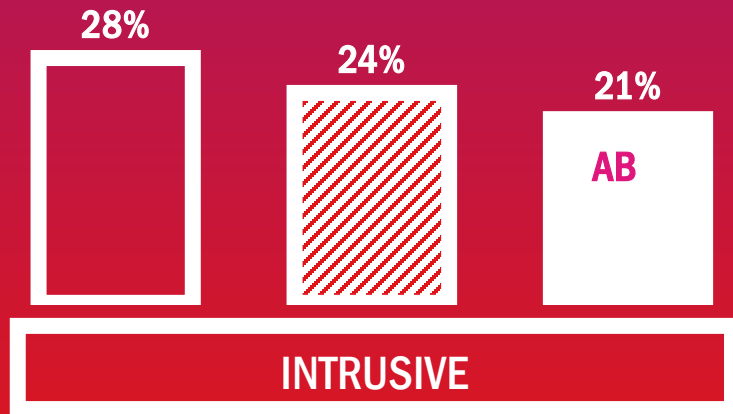
Channel Targeting (B)



Content Targeting (C)



Perceptions of Ad %



CONTENT TARGETING
UP TO
**33% LESS
INTRUSIVE**

M/GNA

IPG MEDIA LAB

ZEER

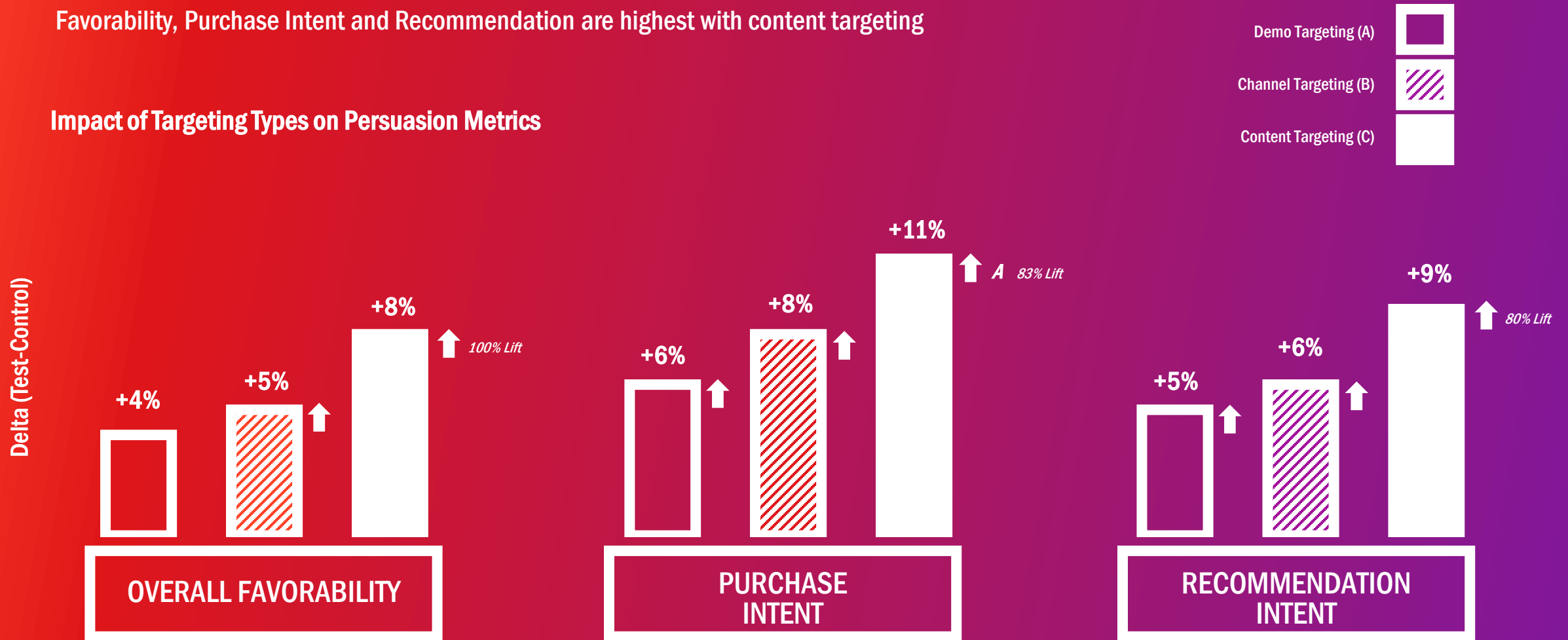
**WHAT CAN IT DO
FOR YOUR BRAND?**

REAL CASE STUDIES

CONTENT TARGETING DRIVES BETTER BRAND METRICS ACROSS THE BOARD

Favorability, Purchase Intent and Recommendation are highest with content targeting

Impact of Targeting Types on Persuasion Metrics

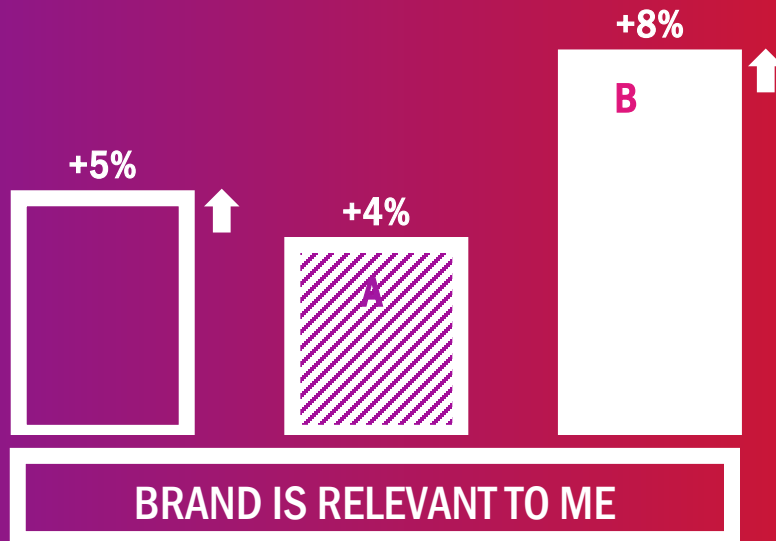


CONSUMERS IN A RELEVANT MINDSET ARE MORE OPEN TO BRAND MESSAGING

Brands become more relatable with content targeting

Impact of Targeting on Brand Attributes

Delta (Test-Control)



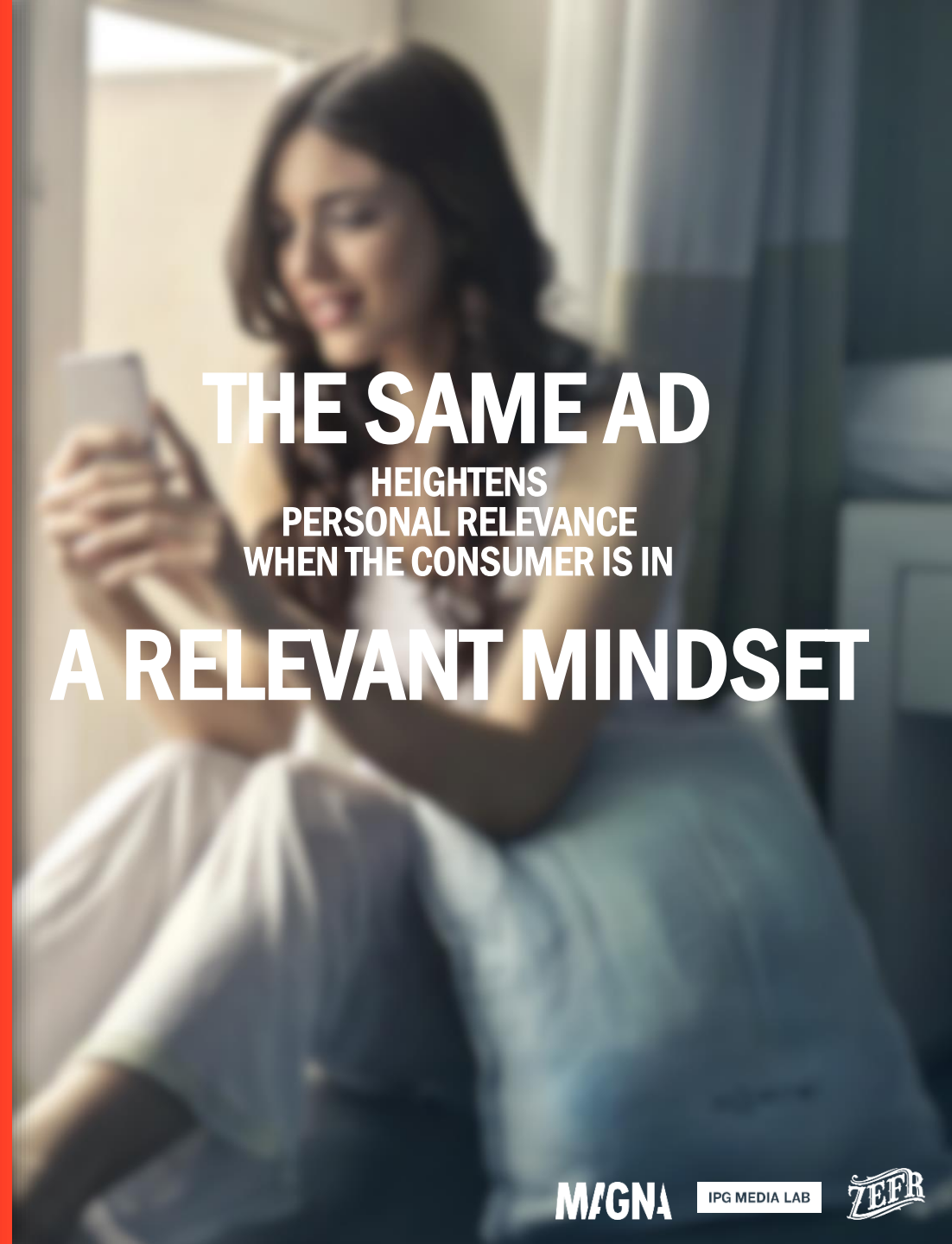
Demo Targeting (A)



Channel Targeting (B)



Content Targeting (C)



THE SAME AD

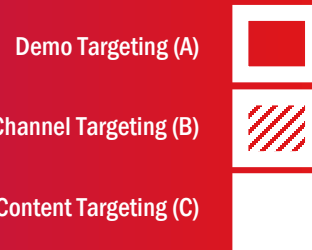
HEIGHTENS
PERSONAL RELEVANCE
WHEN THE CONSUMER IS IN

A RELEVANT MINDSET

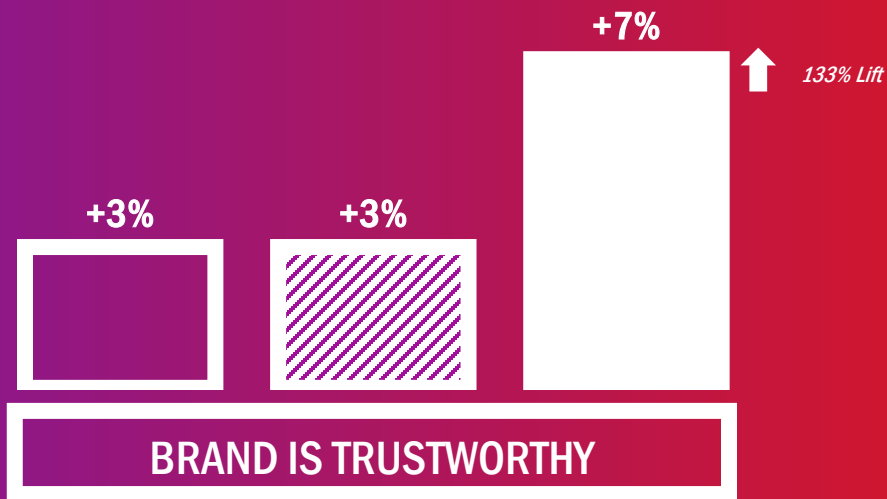
CONTENT-TARGETING BRANDS ARE TWICE AS TRUSTWORTHY

Brands see a boost in brand trustworthiness and value when paired with targeted content

Impact of Targeting on Trustworthiness



Delta (Test-Control)



CONTENT TARGETING BRANDS
HAVE

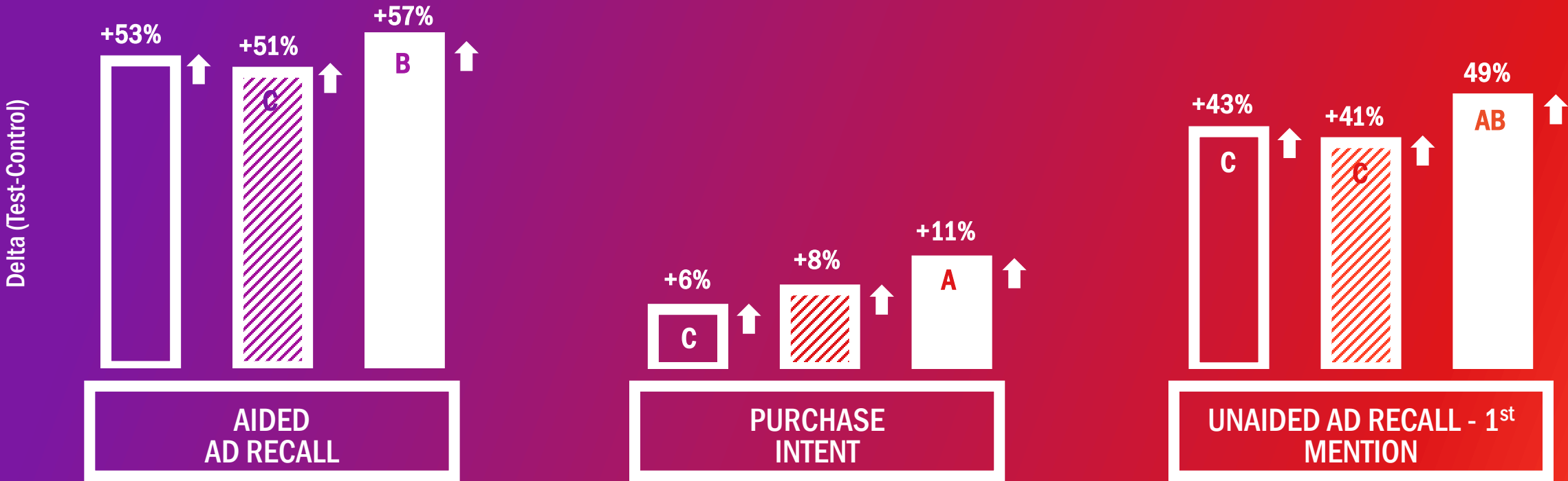
**133% LIFT
IN TRUST**

OVER DEMO OR CHANNEL
TARGETING

BRANDS CAN'T AFFORD TO IGNORE TARGETING

The same ad performs substantially better at driving awareness and persuasion

Impact of Targeting Types on Persuasion Metrics



Control n=601, Demo n=608, Channel n=608, Content n=606
 ↑ = Statistically significant difference between test and control at >= 90% confidence
 A/B/C = Statistically significant difference between deltas at >=90% confidence

M/GNA

IPG MEDIA LAB

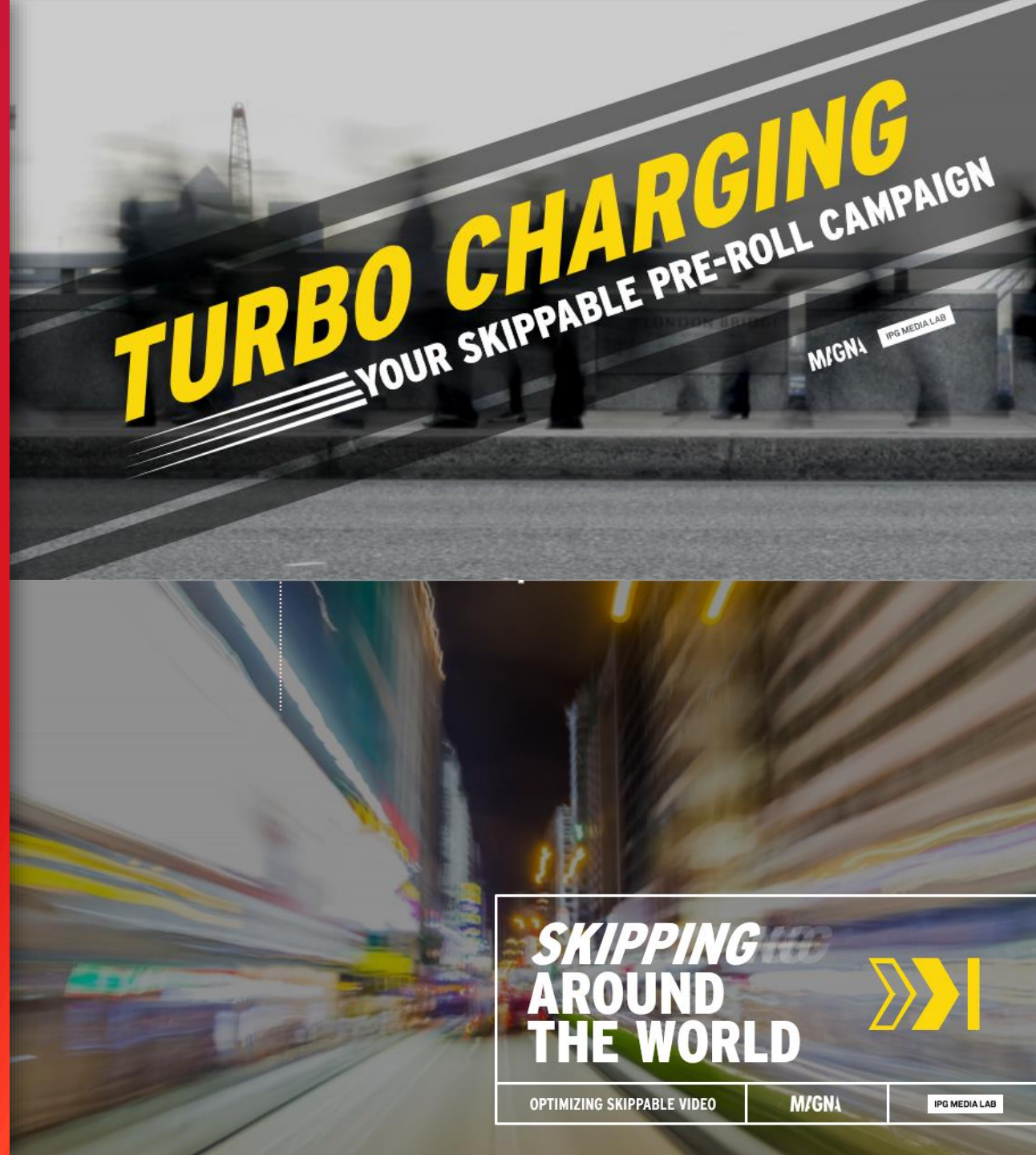
ZEER

**THE POWER
OF RELEVANCE**

**FULL POTENTIAL
ON MOBILE**

MAGNA'S PAST RESEARCH HYPOTHESIZED THAT AD SKIPPING WAS DIFFICULT TO DEFEAT...

BUT CONTENT TARGETING IS A POWERFUL ALLY



TURBO CHARGING
YOUR SKIPPABLE PRE-ROLL CAMPAIGN

M/GNA IPG MEDIA LAB

SKIPPING AROUND THE WORLD



OPTIMIZING SKIPPABLE VIDEO

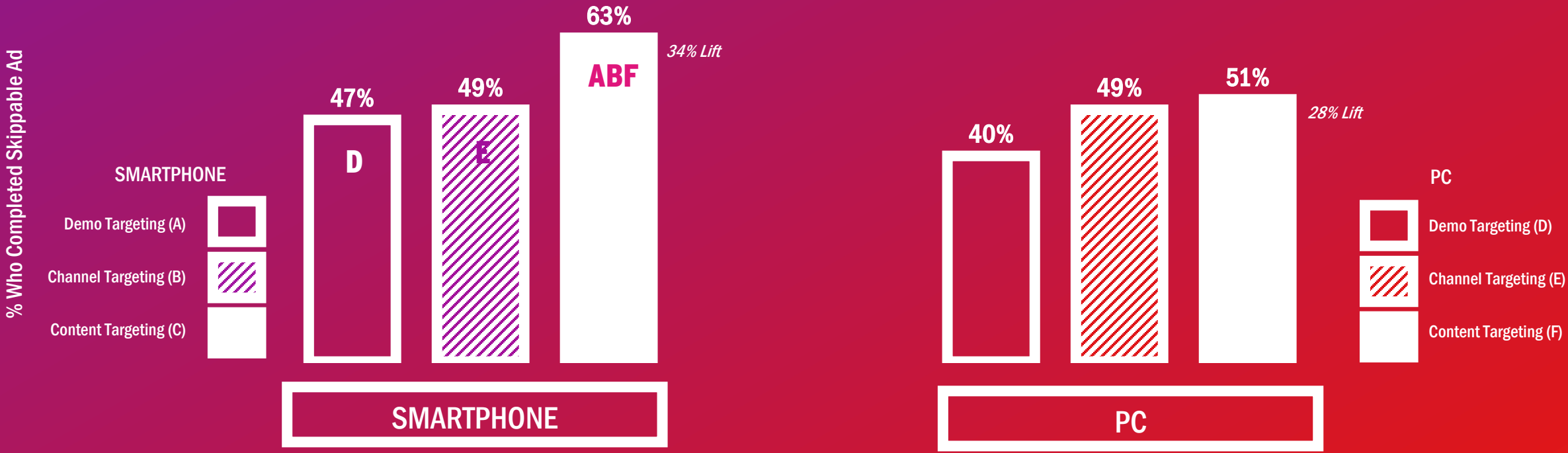
M/GNA

IPG MEDIA LAB

MORE RELEVANT ADS ON MOBILE = LESS SKIPPING!

Content targeting leads to 34% higher completion rates on mobile

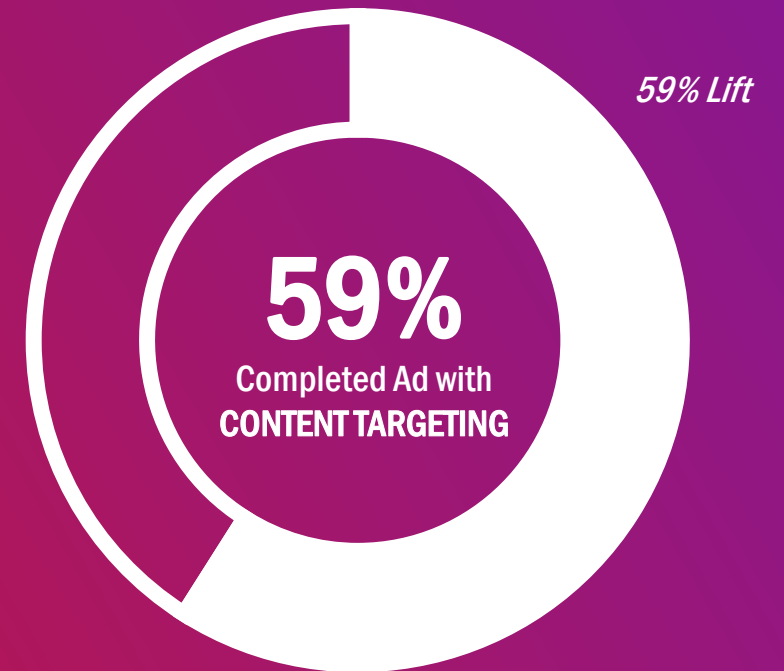
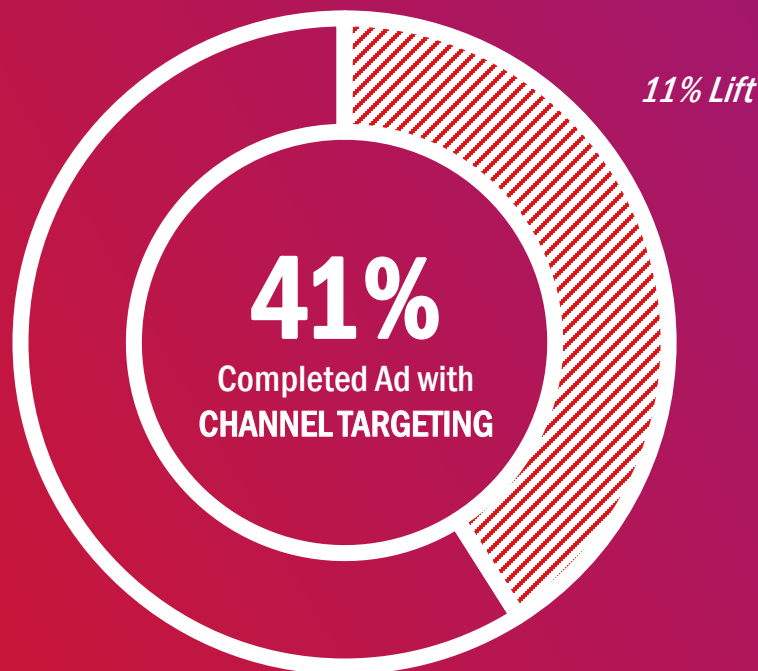
Impact of Skipping on Mobile v. PC



EVEN YOUNG SMARTPHONE USERS ENTICED TO STICK AROUND

Nearly 60% lift in ad completion rates for A18-34 by using content targeting

Ad Skipping on Smartphone Among 18-34 Year Olds



M/GNA

IPG MEDIA LAB

ZEER

**CONTENT TARGETING
SPOTLIGHT**

**MOMENTS
TARGETING**

WHAT ABOUT TARGETING CURRENT EVENTS?

Pairing an ad with content that is relevant to the time of year or current events in the world

Constantly evolving and different for brands/verticals



HOW WE TESTED



Participants pulled from total audience for those who were served an ad.

Total n=2,434



Asked screener question: "Did the video and ad you watched feel relevant to current events?"



RELEVANT TO CURRENT EVENTS

Who: Felt both ad AND content were relevant to current events

What: Felt ad and content were fresh



NOT RELEVANT TO CURRENT EVENTS

Who: Felt neither ad NOR content were relevant to current events

What: Felt ad and content were stale

ADS APPEAR MOST EFFECTIVE WHEN RUNNING NEXT TO FRESH VIDEO CONTENT

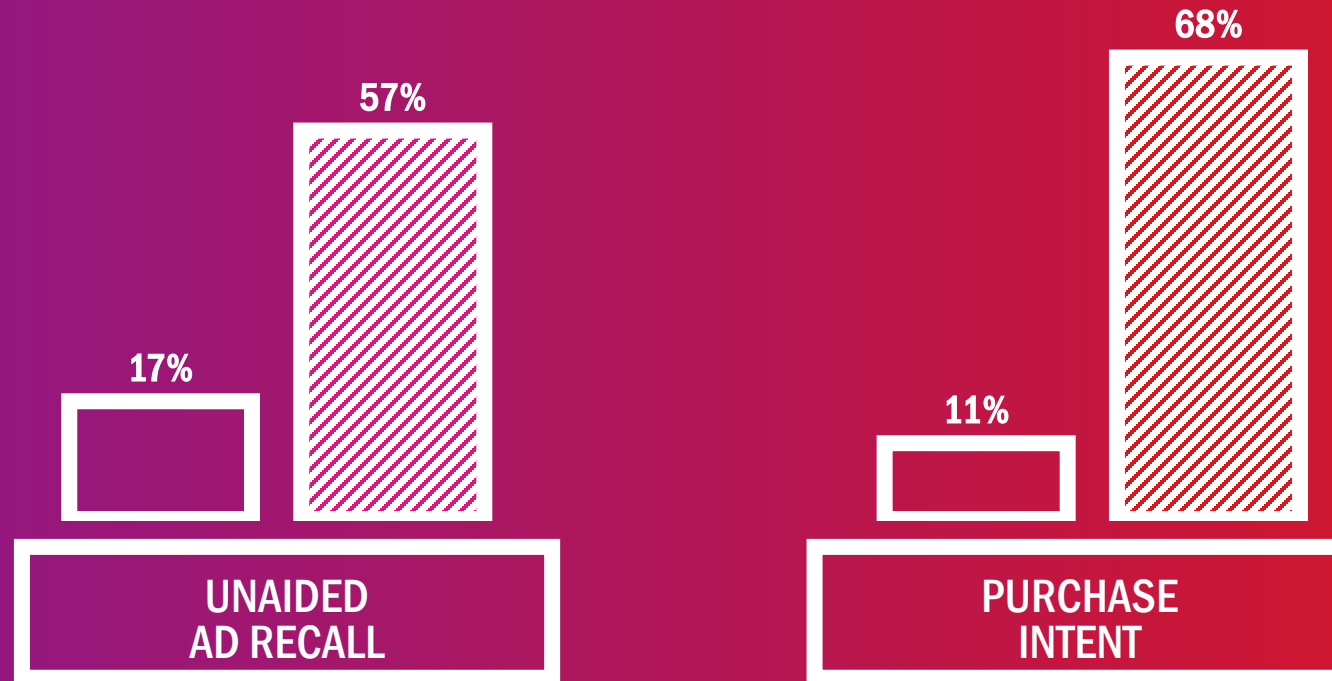
Large deltas indicate the need to explore relationship between fresh content and brand sentiment

Neither ad nor content reflected current events

Both ad and content reflected current events

Brand Metrics By Relevance To Current Events

% Who Recall / Agree



ADS WHICH CAPITALIZE ON CURRENT EVENTS APPEAR MOST IMPACTFUL

In-market testing is best method to understand how metrics may differ by vertical/brand

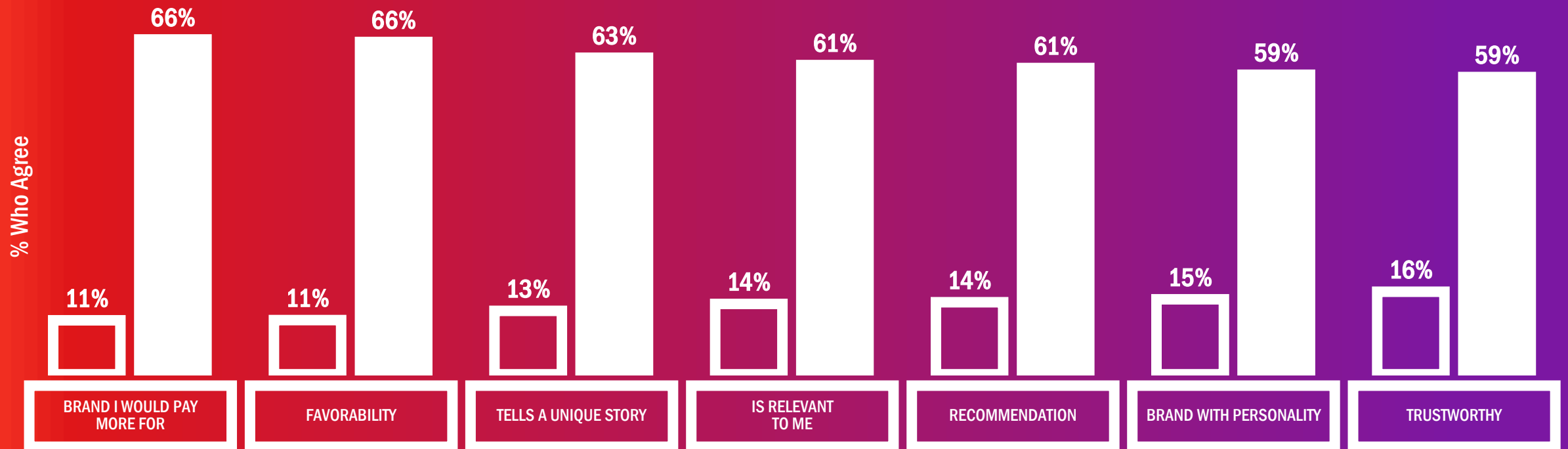
Neither ad nor content reflected current events



Both ad and content reflected current events



Brand Metrics by Relevance to Current Events



OUR POINT OF VIEW ON CURRENT EVENT TARGETING

ALIGNING AD WITH TIMELY CONTENT LIFTS BRAND KPIs

**DUE TO VAST DIFFERENCES ACROSS BRANDS AND POTENTIAL STRATEGIES,
OVERARCHING RECOMMENDATIONS SHOULDN'T
BE MADE PREMATURELY**

**IN-MARKET INDIVIDUAL BRANDS SHOULD EXPLORE AND
TEST WHAT WORKS BEST FOR THEM**

M/GNA

IPG MEDIA LAB

ZEER

WHAT WE'VE LEARNED

FINALLY, THE INTERESTS OF CONSUMERS AND BRANDS ALIGN.

- Consumers Demand Relevant Ad Experiences
- When Ads Are Relevant To The Content, Advertisers Get Bigger Return

SKIPPING ISN'T INEVITABLE.

- Higher Relevance To Consumer = Lower Skip Rates
- Increase in Completion Rate of 34% Using Content Targeting

MOBILE MULTIPLIES THE TARGETING EFFECT.

- Boost in Ad Completion Rates Greatest on Mobile
- Completion Rates for Younger Consumers Nearly 60% Higher Using Targeting

THANK YOU

M/GNA

IPG MEDIA LAB

ZEHR